

## Message Text

CONFIDENTIAL

PAGE 01 CAIRO 09098 011238Z  
ACTION NEA-10

INFO OCT-01 ISO-00 PA-01 PRS-01 CIAE-00 INR-07 NSAE-00  
CU-02 SS-15 NSC-05 /042 W  
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R 011118Z JUN 77  
FM AMEMBASSY CAIRO  
TO SECSTATE WASHDC 5632  
USIA WASHDC  
INFO AMEMBASSY TEL AVIV

C O N F I D E N T I A L CAIRO 9098

E.O. 11652: GDS  
TAGS: PFOR EG US  
SUBJ: PRESIDENT'S REQUEST FOR PUBLIC RELATIONS ADVISOR

REF: (A) USIA 14817 (B) CAIRO 8718

1. AMBASSADOR TOOK ISA SABBAGH MORNING MAY 31 TO SEE SADAT.  
SAAD ZAGHLUL NASSER, PRESIDENTIAL PRESS SECRETARY, AND MS. HIMMET  
MUSTAPHA OF EGYPTIAN TV WERE ALSO PRESENT.

2. SADAT EXPLAINED HIS CONCEPT ALONG FOLLOWING LINES: HE  
WANTED ULTIMATELY TO SEE AN EFFECTIVE PUBLIC RELATIONS OFFICE  
LOCATED IN THE PRESIDENCY. ITS PRIMARY PURPOSE WOULD BE TO GET  
ACROSS TO THE EGYPTIAN PEOPLE WHAT HIS GOVERNMENT IS DOING IN ORDER  
TO ADVANCE THE LOT OF THE AVERAGE CITIZEN. "EGYPTIANS FORGET  
TOO FAST," THE PRESIDENT SAID. THE NEXT THREE AND A HALF YEARS  
WILL BE DIFFICULT YEARS FOR EGYPT IN TERMS OF ITS ECONOMIC PROB-  
BLEMS. THEY WILL TRY THE PATIENCE OF THE EGYPTIAN PUBLIC, HENCE THE  
NEED FOR AN EFFECTIVE ALL-ROUND PUBLIC RELATIONS EFFORT. WHILE THE  
PRESIDENT ALSO WISHED ATTENTION GIVEN TO EXTERNAL PUBLIC RELATIONS,  
HIS PRIMARY CONCERN IS TO STRENGTHEN THE INTERNAL PUBLIC RELATIONS  
EFFORT.

3. IT WAS RECONFIRMED THAT SABBAGH WOULD DO A PRELIMINARY STUDY  
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DURING NEXT FEW DAYS IN ORDER TO DETERMINE WHAT ALREADY EXISTS  
AND TO TRY TO ARRIVE AT RECOMMENDATIONS AS TO WHAT IS STILL  
NEEDED. SABBAGH SUGGESTED HE WOULD "START FROM SCRATCH" IN  
REVIEW OF SITUATION AND THE PRESIDENT AGREED.

4. SABBAGH BEGAN MEETING EVENING MAY 31 WITH NASSAR AND MS.  
MUSTAPHA AND WILL CONTINUE WORKING WITH THEM IN NEXT FEW DAYS.

SADAT ASKED TO SEE SABBAGH BEFORE LATTER LEAVES TO HEAR REPORT ON HIS FINDINGS.

5. NASSAR INDICATED TO SABBAGH THAT INFORMATION MINISTRY UNAWARE OF THIS PROJECT AND WOULD NOT BE INVOLVED IN CURRENT CONSULTATIONS. SABBAGH WILL, HOWEVER, CONTACT SOME TV OFFICIALS ON AN UNRELATED PROJECT IF NASSAR HAS NO OBJECTIONS.

6. IN COURSE OF DISCUSSION WITH SADAT, SABBAGH SUGGESTED THAT PERHAPS USIA COULD LOCATE APPROPRIATE AUDIO-VISUAL MATERIAL ON HOW TO SET UP PUBLIC RELATIONS ORGANIZATION FROM SCRATCH. REVIEW OF AMERICAN CENTER MATERIALS TURNED UP HALF DOZEN STANDARD TEXT BOOKS, BUT USIS CAIRO WISHES REQUEST USIA TO SEND MATERIALS WHICH MIGHT BE HELPFUL HERE WITH NASSAR'S OFFICE. USIA PLEASE ADVISE PAO ON WHAT SUPPORT POSSIBLE.

7. WE NOTE ISRAELI PRESS HAS ALREADY PICKED UP EGYPTIAN REQUEST, PRESUMABLY FROM AMERICAN SOURCES, AND QUOTED UNNAMED US OFFICIAL AS SAYING THAT ANYONE SENT TO ASSIST WOULD BE FROM PRIVATE SECTOR. WHILE PRESIDENTIAL REQUEST AND OUR RESPONSE NEED CERTAINLY NOT BE KEPT SECRET, WE DO BELIEVE THAT MATTER SHOULD BE HANDLED WITH SOME DISCRETION IN RODER TO AVOID UNNECESSARY EMBARRASSMENT TO SADAT.  
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## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
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